

ORDER



Orders
Order / Rev: 714955
Alt Order #: 06324096
Product Desc: OBAMA FOR AMERICA
Estimate: 1537
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	70	\$139,400.00	\$118,490.00
10/08/12	10/14/12	15	\$24,450.00	\$20,782.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	85	\$163,850.00	\$139,272.50	0.00
Totals	85	\$163,850.00	\$139,272.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WUSA	10/02/12	10/08/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$1,000.00		0.00			
N 2	WUSA	10/02/12	10/08/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$900.00		0.00			
N 3	WUSA	10/02/12	10/08/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$1,500.00		0.00			
N 4	WUSA	10/02/12	10/08/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$1,500.00		0.00			
N 5	WUSA	10/02/12	10/08/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$1,500.00		0.00			
N 6	WUSA	10/02/12	10/08/12	3-4p The Doctors	CM	3-4p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$500.00		0.00			

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 Product Desc: OBAMA FOR AMERICA
 Estimate: 1537

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WUSA	10/02/12	10/08/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--			5		\$1,200.00		0.00				
N 8	WUSA	10/02/12	10/08/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--			5		\$450.00		0.00				
N 9	WUSA	10/02/12	10/08/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--			5		\$1,200.00		0.00				
N 10	WUSA	10/02/12	10/08/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--			5		\$1,500.00		0.00				
N 11	WUSA	10/02/12	10/08/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--			5		\$800.00		0.00				
N 12	WUSA	10/02/12	10/08/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	5	\$8,000.00	P-1	0.00	NM	5	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--			5		\$8,000.00		0.00				
N 13	WUSA	10/02/12	10/08/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--			5		\$1,500.00		0.00				
N 14	WUSA	10/02/12	10/08/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$400.00	P-1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--			5		\$400.00		0.00				
N 15	WUSA	10/02/12	10/08/12	9-10a Inside Edition/Insider	CM	9-10a	MTWTF--	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--			4		\$400.00		0.00				
N 16	WUSA	10/05/12	10/05/12	Fri Prime A CSI: NY	CM	8-9P	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$3,000.00		0.00				
N 17	WUSA	10/06/12	10/06/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			1		\$4,000.00		0.00				
N 20	WUSA	10/04/12	10/04/12	Thu Prime C Elementary	CM	10-11P	---T---	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$14,000.00		0.00				
N 21	WUSA	10/02/12	10/08/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	7	\$2,500.00	P-2	0.00	NM	7	\$17,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTFSS			7		\$2,500.00		0.00				
N 22	WUSA	10/02/12	10/02/12	Tue Prime Vegas	CM	TU 10-11p (10:00 PM-11:00 PM)	-T-----	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$14,000.00		0.00				
													Totals	85	\$163,850.00